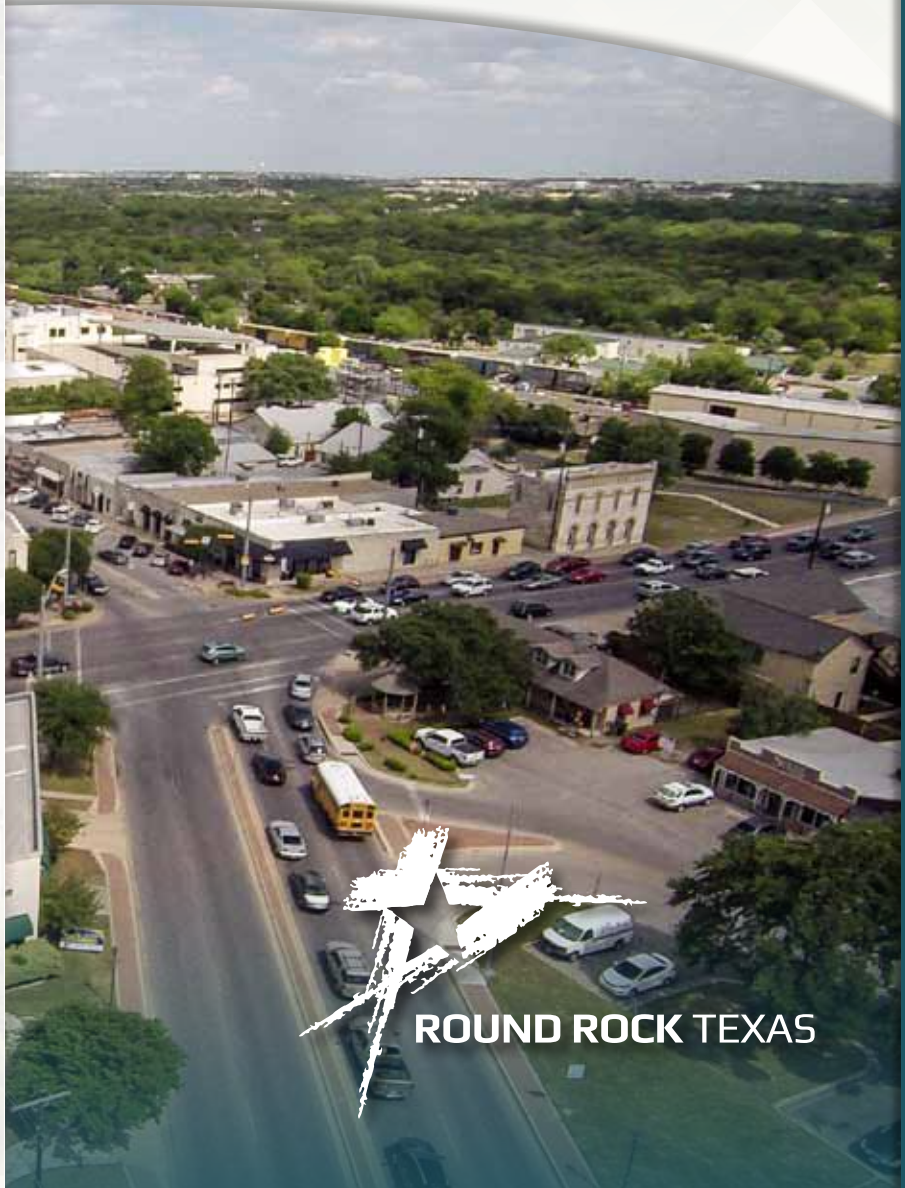


City Profile

2015-2016

Round Rock City Council
City Organization Chart
Location
History of Round Rock
City Highlights



City Profile

2015-2016

This section provides an overview of the City of Round Rock, including the City's Organization Chart, Round Rock's location and history, and other informative statistics.



ROUND ROCK TEXAS

City Profile Round Rock City Council



Craig Morgan
Place 1



Alan McGraw
Mayor



George White
Place 2



Frank Leffingwell
Place 3



Will Peckham
Place 4



Writ Baese
Place 5

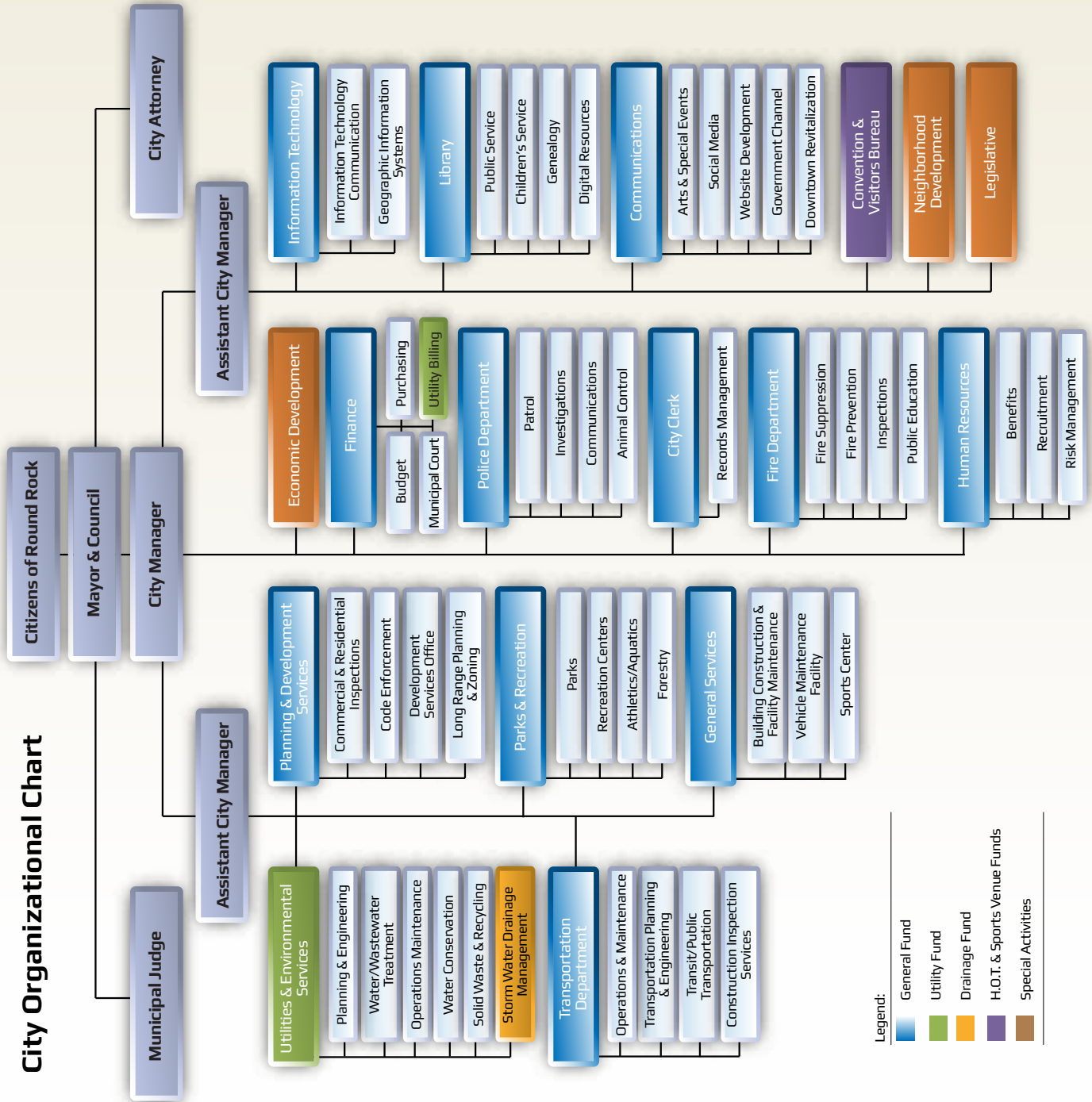


Round Rock
City Council



Kris Whitfield
Place 6

City Organizational Chart

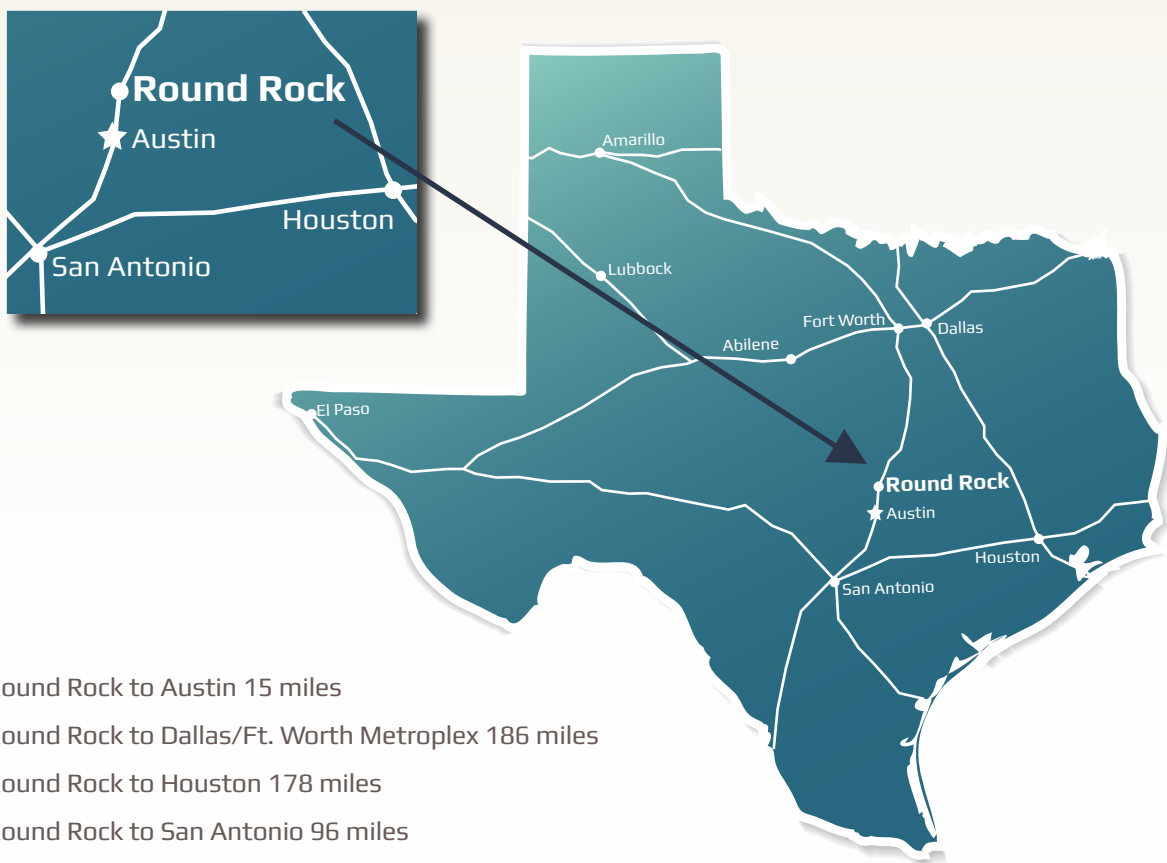


Round Rock Location

Round Rock is located fifteen miles north of downtown Austin on Interstate Highway 35. This location places our city within three hours driving time of ninety percent of the population of the State of Texas. This population, of over twenty-six million people, provides an exceptional market for firms located in Round Rock.

Our location, within minutes of downtown Austin, provides ready access to the State Capitol; multiple colleges and universities including the University of Texas; several large hospitals and medical educational facilities; a long list of high tech industries including Dell; and a civilian work force of over 900,000 within the Austin MSA (source: www.austinchamber.com).

The Texas Hill Country and the Highland Lakes are within minutes, providing residents easy access to some of the best outdoor recreation in Texas.



The History of Round Rock



Circa 1900 – Street Parade

For more than 150 years, Round Rock has been home to cowboys, famous outlaws, lawmen, entrepreneurs, businessmen, and Texas heroes. Today, Round Rock is a growing community which hosts retail malls, high tech companies, several hospitals and college campuses.



Native American Tribes

Round Rock was first home to many Native American tribes, followed by the Spanish Conquistadors and Friars. After Texas gained its independence and became a nation, American settlers began arriving in large

numbers. Even with the continued danger of Indian attack, and threat of invasion from Mexico, the population of the Round Rock/Brushy Creek area grew rapidly. In 1848, these settlers voted to form Williamson County out of the Milam District. The continuing influx of settlers led to the establishment of the "Brushy Creek" Post Office in 1851. When the U.S. Post Office requested a new name for this post office, Postmaster Thomas C. Oatts chose "Round Rock" in 1854 because of the landmark rock in the middle of Brushy Creek.



Kenney Fort - Collection Services

By the time of the Civil War, the population of the Round Rock area had increased to approximately 450 persons in more than twenty different

occupations. In January 1861, Williamson County voted against secession from the Union. Despite this reluctance to secede, 353 men from Williamson County served in the Confederate army, many from Round Rock.

In the years following the Civil War, from 1867 through the 1880s, Round Rock became a stop on the famed Chisholm Trail, as cowboys anxious to herd their longhorns to markets in Kansas drove their steers through Brushy Creek and past the round, table-topped rock which served as a signpost north. Railroads soon followed the cattle trails, and in 1876 the existing town moved about 1 mile east to take advantage of the newly constructed International and Great Northern Railroad line, and the "New" Round Rock was born.



Sam Bass

Today, the downtown still contains many historic structures and is the centerpiece of an evolving historical, cultural, recreational, and commercial area. In the late 1800s, Round Rock played host to many famous and infamous characters. These included outlaw Sam Bass, gunslinger John Wesley Hardin, Washington Anderson, one of the heroes of the battle of San Jacinto, Texas Rangers Ira Aten, Dudley Snyder Barker, Captain Fred Olson, and the famous frontiersman, soldier, hunter and entrepreneur, Captain Nelson Merrell. Anna Hurd Palm, for whom "Palm Valley" is named, typified the pioneer spirit of early settlers. Trapeze artist and female impersonator Vander 'Barbette' Broadway was singled out by Noel Coward as one of the greatest artists of the pre-depression era and was the toast of Parisian society during the 1920s and 30s.



Circa 1900 – Street Scene

Round Rock citizens first voted to incorporate in 1877, and in 1878, Mr. W.T. Smith served as the City's "Worthy Mayor." The City was incorporated in its present state in 1913, and Jack Jordan was elected the first Mayor. Serving as the first City Council Members were: John A. Nelson, Dr. W.G. Weber, E.J. Walsh, J. A. Jackson, W. A. Gannt, and A.K. Anderson. The newly formed City Government promptly began improving utilities, services and streets. Telephone service began operation in the early 1900s. In 1913, the first streetlights and speed limit signs (12 mph) were installed, and citizens voted for the incorporation of Common School District #19. Local fire protection, which had been first organized as a volunteer hose and hand pump company in 1884, received a boost from the 1913 City incorporation and used the additional tax revenue to purchase an engine and pump and chemical equipment in July of the same year. In 1918, the City granted a license to Mr. S. E. Bergstrom to operate an electric plant, which provided electricity to Round Rock until 1927, when the Texas Power and Light Co. assumed operations. Natural gas and City water were added in 1936. In 1938, the City constructed a \$90,000 citywide sewer system. The Round Rock Public Library, first organized in 1962 by the Ladies Home Demonstration Club, is now recognized as one of the premier libraries in the Central Texas area.

But national crises often intervened to slow the advance of progress. With the advent of World War II, more than 350 Round Rock men followed the example set by their fathers and grandfathers in the Spanish American War and World War I, and enlisted to fight. Citizens of Round Rock have fought in the Korean, Vietnam and Desert Storm wars and continue to serve in the armed services.

Even before the relocation of Dell to Round Rock, the City received national acclaim as a business friendly community producing quality products. At the 1904 St. Louis World's Fair, a broom made at the Round Rock Broom Company won a gold medal.

A barrel of lime produced at the Round Rock White Lime Plant was also judged superior and awarded a gold medal. Cheese produced at the Round Rock Cheese Factory won a second place silver medal at the National Dairy Show in Memphis, and in 1929 received a first place ribbon at the Texas State Fair.



Round Rock Cheese Factory

By 1936, the population had climbed to 1,173 and has continued to climb. The 1960 population was 2,458 and crept up to 2,811 by 1970. The decade of the 1970s marked the beginning of a surge in development in Round Rock. During this time, Round Rock out-paced the growth of all cities in the Austin Metropolitan Area, resulting in a 353 percent increase in total population for the decade.

By 1980, Round Rock had established itself as the largest city in Williamson County and a viable growth center within the flourishing Austin-Round Rock Metropolitan Area. At this time, the City had a total area of 5,007 acres. By 1990, due to an aggressive annexation campaign, the total area was 12,520 acres, an increase of 250 percent.

In the mid-90s, Round Rock led Williamson County in sales tax revenues due to the great surge in commercial and industrial activity. In 1994, Dell relocated its world headquarters from Austin to Round Rock. The expansion of the City's tax base resulted in a series of public works projects and additional public amenities such as the expansion of the water plant, an additional wastewater treatment plant, and the development of the 570-acre Old Settlers Park without an increase in the property tax rate.



DELL

In the late 1990's, voters overwhelmingly approved the use of hotel-motel tax revenue to fund a new minor league baseball stadium, the Dell Diamond

opened, and the Round Rock Express' inaugural season ended with a Texas League championship.

With the new millennium, things changed again for Round Rock. The City opened the Clay Madsen Recreation Center and HEB announced it would build its largest grocery store in Round Rock.



RR Premium Outlets



Scott & White



Texas State University

Continuing this rapid growth, IKEA opened in 2007 becoming the largest single retail store in Central Texas. Emerson Process Management relocated its international headquarters and technology center to Round Rock in 2012 and, most recently, Bass Pro Shops



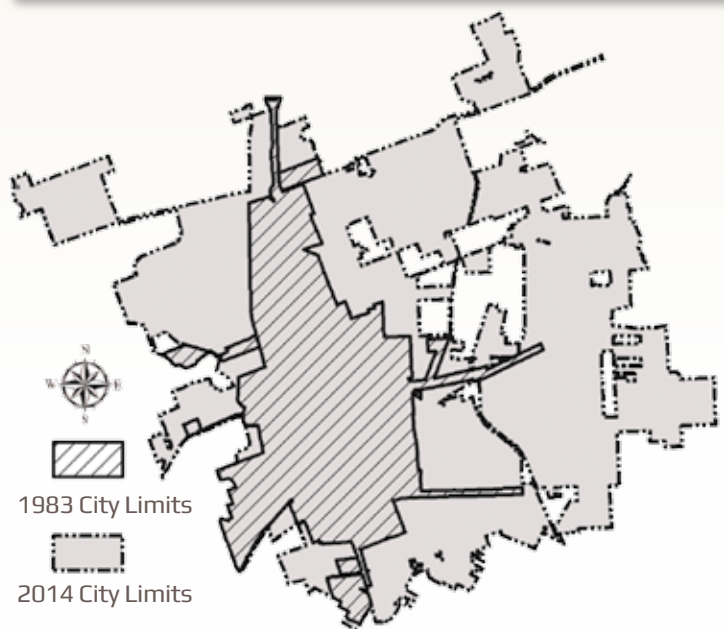
IKEA

opened a 104,000 square foot store just north of the Outlets.

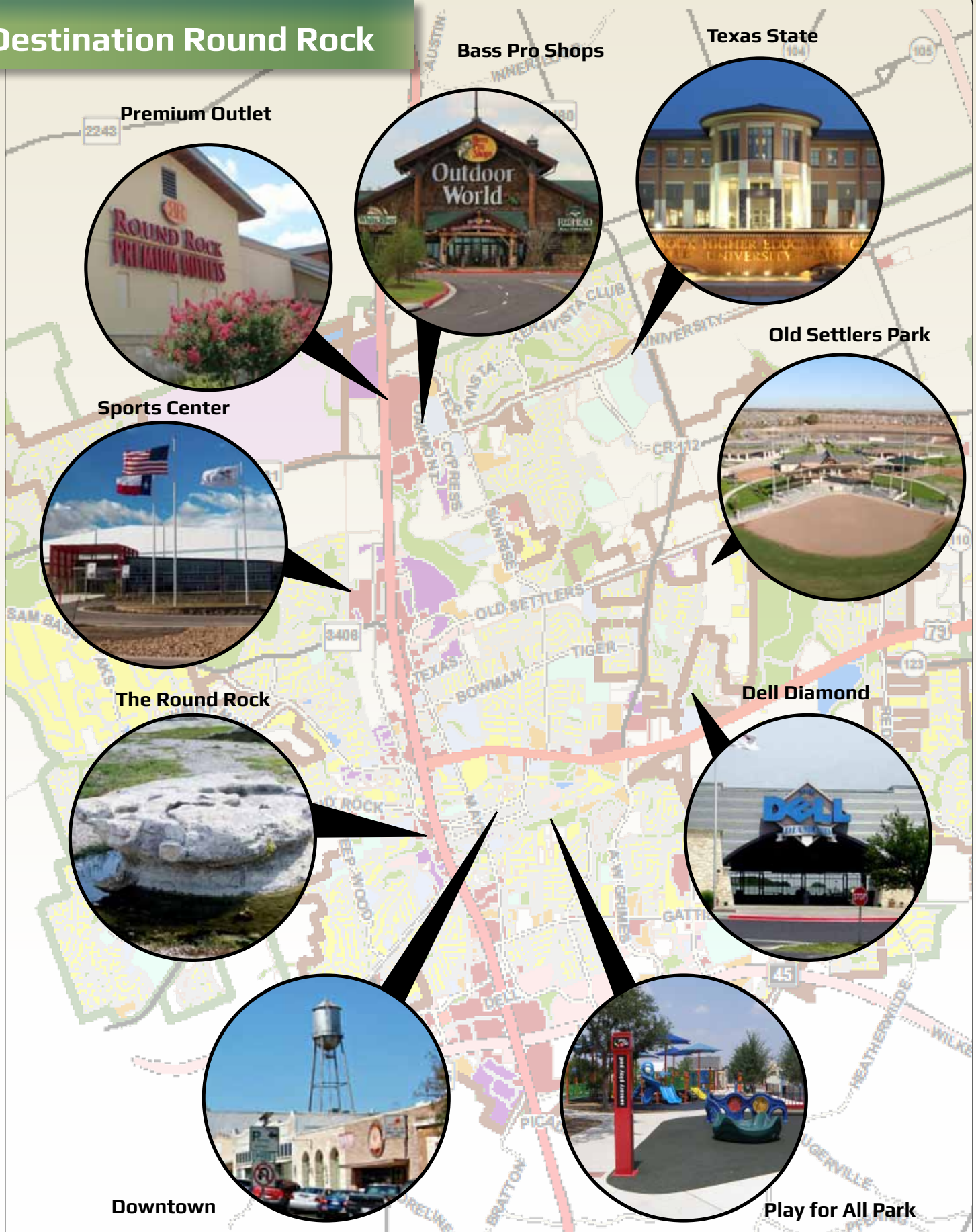
Today, Round Rock is a progressive, growing community of 110,000, home to

international industries, several large shopping centers, major medical facilities, several university complexes, a professional quality golf course, and a Triple A baseball team. City services continue to be recognized as among the best in the Central Texas area and one of the best values. The City continues to have a reputation for being one of the safest cities in the United States. With all the growth and change, Round Rock refuses to forget its roots. Its downtown historic district retains many of the buildings that stood at the turn of the last century. Annual events still celebrate and share the City's cultural heritage.

Round Rock Growth



Destination Round Rock



City wins three national awards for communications



The City of Round Rock took home three awards for communications and marketing Sept. 10 at the City-County Communications and Marketing Association (3CMA) annual conference in Atlanta.

2nd place – TV and Video, Regularly Scheduled Programming (population up to 110,000), for Fire Department Public Safety Vignettes

3rd place – TV and Video, One-Time Special Programming (population 103,000 and up), for last year's Budget Video

3rd place – Printed Publications: Advertising, for the Convention and Visitors Bureau's Play Inside Campaign that promoted the Round Rock Sports Center

The Savvy Awards competition recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The Savvies salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing. 3CMA accommodates local government organizations of all sizes and budget classes by judging entries in several different population groups.

3CMA is the leading organization for local governments that are innovating new and better ways of communicating with their citizens by viewing them as customers with important input into the kinds of services offered and how they are provided.

Round Rock earns another affordability top ranking



Round Rock has earned another distinction as being one of the most affordable places to live in the United States. The No. 3 ranking came from Nerdwallet, which distinguished between “cheap” and “affordable” by comparing income with cost of living.

In February, Round Rock topped the list for Livability.com’s 10 Best Affordable Places to Live in 2015.

Round Rock has earned another distinction as being one of the most affordable places to live in the United States. The No. 3 ranking came from Nerdwallet, which distinguished between “cheap” and “affordable” by comparing income with cost of living.

The study looked at median household income, cost of living, housing, utilities, transportation, health care index, and goods and services.

To find the top places for affordability, NerdWallet investigated price variations to assess where a dollar stretches the furthest in the United States.

From Nerdwallet: “Not surprisingly, data on median income from the U.S. Census Bureau’s American Community Survey revealed that many of the cheapest places in the U.S. are also where residents earn the least. In our study, we make a distinction between ‘cheap’ and ‘affordable’ by comparing a place’s median income with its cost of living to find truly affordable places.”

Key findings from the study:

- Wealthier places are more affordable. Despite a higher cost of living, the gains from a higher median income in wealthier places are more “than the increased cost of living there.
- Cost of living is clustered. Sure, there are outliers like New York City, New York, and Honolulu, Hawaii, where the cost of living is 122 percent and 74 percent above the U.S. average respectively, but the cost of living in most places is within a small range around the national average.
- Within a place, costs can be diverse. Just because a place is affordable in one category, such as groceries, doesn’t mean the same is true for housing or utilities. In Chapel Hill, N.C., the cost of utilities is 11 percent below the U.S. average, but groceries and housing are above the national average.

The top 10 most affordable places are:

- 1 Plano, Texas
- 2 Edmond, Okla.
- 3 **Round Rock, Texas**
- 4 Juneau, Alaska
- 5 Midland, Texas
- 6 Hilton Head Island, S.C.
- 7 Scottsdale, Ariz.
- 8 Rio Rancho, N.M
- 9 Anchorage, Alaska
- 10 Tracy, Calif.

Round Rock makes top 10 list of fastest growing economies



Some cities have the best of everything: the jobs, the schools, the museums, the nightlife, you name it. They know the recipe for attractiveness. Round Rock is one of those cities, according to a recent study of socioeconomic growth by WalletHub.

Report reviews range of indicators from population growth to increase in numbers of businesses.

In order to identify the cities that have expanded most rapidly in socioeconomic terms between 2008 and 2014, WalletHub compared 515 U.S. cities of varying sizes across 10 key metrics, ranging from population growth to unemployment rate decrease. Round Rock ranked No. 10 overall.

Growth of Round Rock (1=Best; 257=Avg.)

- 9th Population Growth
- 38th Median Household Income Growth
- 7th Job Growth
- 34th Regional GDP Growth
- 84th Unemployment Rate Decrease
- 6th Growth in the Number of Businesses
- 86th Full-Time Jobs Increase
- 12th Working-Age Population Growth
- 10th Growth of Median House Prices

Round Rock ranks among most caring suburbs in America



List looks at Factors Like Crime Rate, Student-counselor Ratio

The City of Round Rock is the **8th most caring suburb in America**, according to the Movoto Real Estate Blog. The blog editors looked at the suburb's student-counselor ratio, crime rate, number of community services and mental health counselors and other criteria when putting together the list.

Of Round Rock, the site says:

"It's no real surprise that Round Rock made the cut; after all, it is a suburb of Austin, one of the most caring and all around awesome cities in the country. (Okay, I might be a little biased...)"

But seriously, this little city just outside of Austin shows almost as much love as its bigger neighbor. Not only does it have a student to counselor ratio of just 15 to 1, but it also — somewhat surprisingly— has some of the most carpooling residents in the country."

Round Rock Wins Two Awards at National Neighborhood Conference



Joe Brehm, Neighborhood Services Coordinator, accepts an award from Tige Watts, president of Neighborhoods USA.

During the most recent Neighborhoods USA national conference in Houston in May, the City of Round Rock was well represented.

Tool Lending Center, Forest Creek HOA reclaimed water project are recognized.

The City's Tool Lending Center and **Neighborhood Cleanup Program won Second Place in the Best Neighborhood Program Award Category.** In the Tool Lending Center's inaugural year it was deployed 20 times with over 800 volunteers contributing 3,300 hours of service to projects within Round Rock. Of the 20 deployments, six were neighborhood cleanups that included 3,173 homes. These cleanups resulted in 209 tons of garbage removed from neighborhoods and

volunteers worked on 72 homes of residents who had a genuine need because of age, disability or other special circumstances.

The **Forest Creek neighborhood** placed second in the Neighborhood of the Year category for their reclaimed water project. The Forest Creek HOA converted 90 percent of its community landscape irrigation from potable water to city-produced reclaimed/recycled water. The HOA had been consuming 16.6 million gallons a year of potable water for the community landscaping.

The completion of the project resulted in a reduction in demand for potable water by 15 million gallons per year. The City reduced its demand for potable water and the HOA estimates it will save approximately \$25,000 a year on water.



National Association of Sports Commissions



Nancy Yawn and Alan Bradley, center, accept the best marketing campaign award at the NASC conference. At left is Don Schumacher, NASC Executive Director. At right is Mike Anderson, Awards Committee Chair from Myrtle Beach CVB.

About the National Association of Sports Commissions

As the only trade association for the sports tourism industry, the National Association of Sports Commissions (NASC) is the most trusted resource for sports commissions, convention and visitors bureaus (CVBs), and sports event owners. The NASC is committed to the success of nearly 650 member organizations and 1,600 sports event professionals. Our promise is to deliver quality education, ample networking opportunities and exceptional event management and marketing know-how to our members – sports destinations, sports event owners, and suppliers to the industry – and to protect the integrity of the sports tourism industry.

Sports Capital of Texas Campaign Earns National Award

The **National Association of Sports Commissions** (NASC), the governing body of the \$8.96 billion sports events industry, recently honored 11 individuals and organizations for their leadership and creativity in attracting and marketing sports events.

The **Round Rock Convention and Visitors Bureau** won Marketing Campaign of the Year, population under 250,000, for its “Play Inside” campaign.

The award winners were announced April 30 at the NASC annual conference in Milwaukee.

Sports Capital of Texas lives up to its name



Round Rock Ranks No. 1 Best Minor League Baseball Town

Financial technology company **SmartAsset** has determined the Best Minor League Baseball Towns of 2015, and — to no one's surprise locally — the Sports Capital of Texas takes the number one spot.

After posting more losses than wins in 2014, the Round Rock Express flipped the script in 2015 and fielded the top team in the American Southern division of the Pacific Coast League (PCL). In the process, the team's average attendance rose to 8,509, fifth highest in MiLB, equal to 85 percent of their stadium capacity.

The home team had fans in Round Rock smiling this summer, but they have plenty of other reasons to cheer. The city's unemployment rate is just 3.2 percent, eighth highest in our study. Likewise, while the city's median income is about \$70,000, annual housing costs average just \$15,264. That adds up to the eighth highest discretionary income of any Minor League Baseball town — more money to spend on baseball tickets.

Complete details on the study including full methodology and rankings can be found here: <https://smartasset.com/mortgage/best-minor-league-baseball-towns-2015>.

City wins six national awards for communications



From left, Will Hampton, Lt. Pete Wagner, Brian Ligon, and Lt. Mike Heard accept a Municipal Excellence Award for communications.

The Texas Municipal League selected Round Rock as a winner of a Municipal Excellence Award for the City's Fire Safety Videos: Rock Solid Safety Program. The City won in the Communications category for cities over 25,000 population.

The award was presented at the TML annual conference on Wednesday, Sept. 23, in San Antonio.

Building on the momentum of the popular public safety educational videos titled **Talkin' Turkey and Talkin' Trees**, the Fire Department developed a new three-part series of videos that cover serious issues with an entertaining approach. The first, **Fire Extinguisher Pop Quiz**, features Lt. Mike Heard delivering an important public safety message with humor. The **Swift Water Safety** video capitalizes on the thrill and danger of a swift-water rescue to remind viewers why it is important to "Turn Around, Don't Drown." And the final piece, **Stop the Pop!**, tackles a subject every fire department addresses at least twice a year:

fireworks. The videos have proven to be a successful community outreach initiative that arm residents with the do's and don'ts of fire safety.

Lt. Heard, Lt. Pete Wagner, Multimedia Specialist Brian Ligon and Communications Director Will Hampton accepted the award.

The Municipal Excellence Awards recognize and encourage the achievements of Texas cities in meeting the challenges of municipal government. Innovative problem-solving, excellence in management, increasing citizen participation and reaching toward higher service levels are all daily occurrences in Texas cities and TML believes they deserve recognition. The awards program seeks out the best of these programs to honor.

This is the ninth TML Municipal Excellence Award the City has won, dating back to 2000.



The Texas Municipal League is a voluntary association of more than 1,140 Texas cities. Its primary objective is to serve the needs and advocate the interests of Texas cities. The City of Round Rock is a member of the Texas Municipal League.

City named one of Austin's Healthiest Employers



The City got fourth place in the Austin Business Journal's Healthiest Employers area competition. Accepting the award are, from left, City employees Valerie Francois, Saridon Chambless, Sherril Friedrich and Jay Light.

The City got fourth place in Austin Business Journal's Healthiest Employers area competition.

On April 9, the Human Resources Benefits Division was awarded fourth place in the Austin Business Journal's "Austin's Healthiest Employers" large employer competition. The large employer division had 40 employers selected out of approximately 4,000 employers in the area.

The City scored a 70.04 Healthiest Employers Index (HEI) compared with the national average of 49.23.

The Healthiest Employer Index is determined using:

- Basis of funding for the employer health plan Affordability of rates
- Objectives of wellness programs
- Policies to support employee's health
- Communication of employee wellness programs

- Type of wellness programs
- Number employees completing health risk assessments
- Strategic planning of benefits plan design and wellness programs
- Effectiveness of on-site medical clinic
- Quality of targeted lifestyle programs and/or coaching opportunities
- Technology-based resources
- Health status metrics
- Quality of disease management programs
- Effectiveness of wellness programs
- Benchmarks used to rate the programs
- Cost of health plan and wellness programs
- Quality of wellness culture from top-to-bottom

The top ten healthiest employers in the Austin area were:

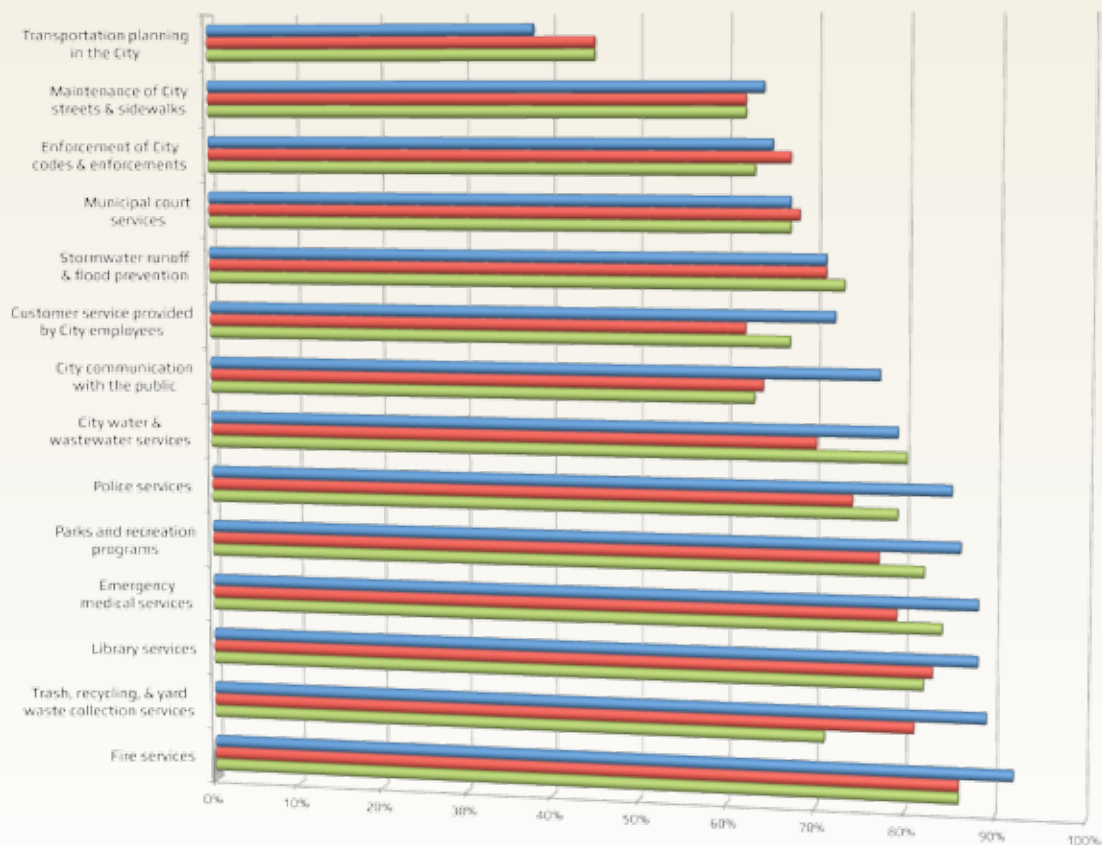
- 1 J.E. Dunn Construction
- 2 United Healthcare
- 3 Rackspace
- 4 **City of Round Rock**
- 5 Hewlett Packard
- 6 Aon
- 7 Arthur J. Gallagher & Co.
- 8 City of Austin
- 9 National Instruments
- 10 Seton Healthcare Family

Previously, the Benefits Division was the national runner-up for Exemplary Benefits Plans in the State and Local Governments Benefits Association in 2013.

City Services Ratings Trends – 2010, 2012, 2014

Ratings for City Services by Major Category
by percentage of respondents
(excluding don't know)

■ Year 2010
■ Year 2012
■ Year 2014



The City of Round Rock believes that it is important to not only plan for and provide adequate levels of quality service, but to also provide a means of measuring and reporting the results of our efforts. When information is provided about how we are performing, the City Council, the public, the staff and others can determine the value of programs and opportunities for improvements. The city's Strategic Plan attempts to provide basic measurement data and establishes the City Council's goals and vision for the City.

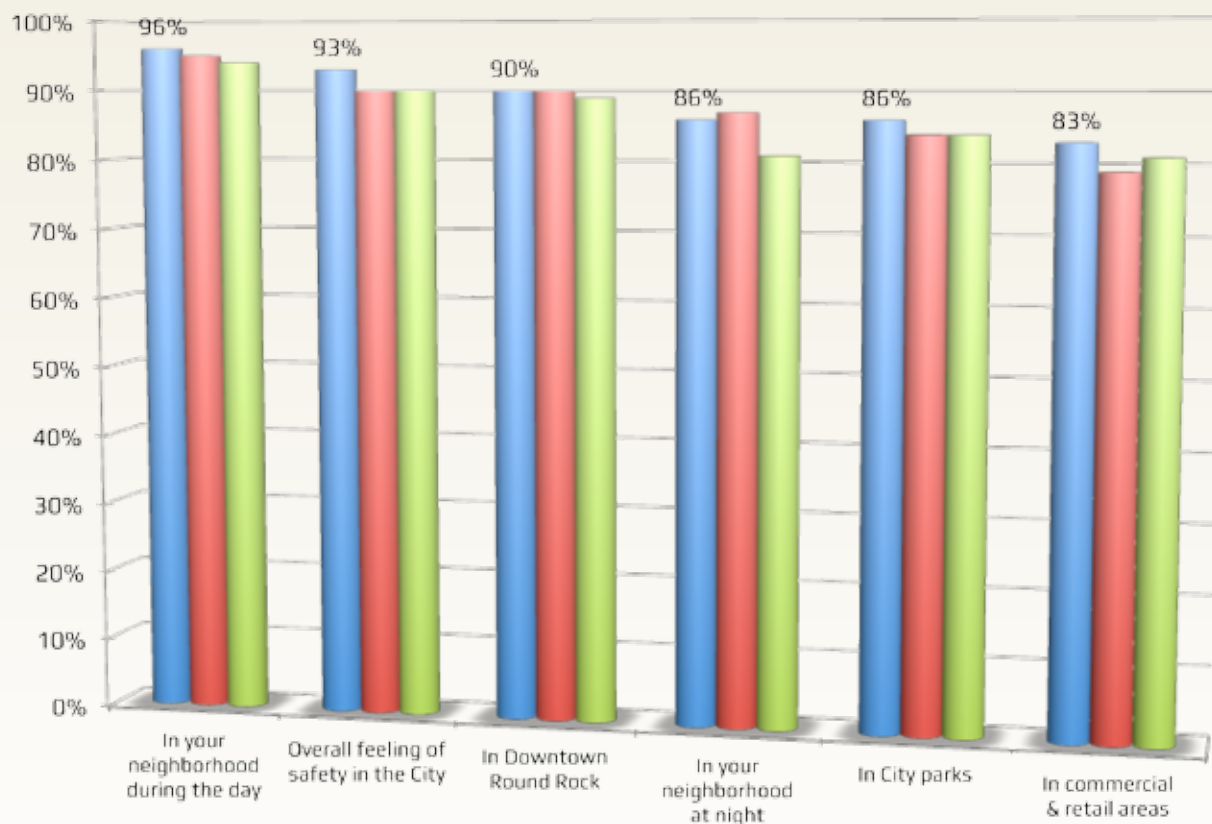
Council Goals

1. Financially Sound City Providing High Value Services
2. City Infrastructure Water: Today and for Tomorrow
3. "The Sports Capital of Texas" for Tourism and Residents
4. Great Community to Live
5. Authentic Downtown – Exciting Community Destination
6. Sustainable Neighborhoods – Old and New

Public Safety Ratings Trends – 2010, 2012, 2014

Ratings for Public Safety
by percentage of respondents
(excluding don't know)

Year 2010
Year 2012
Year 2014



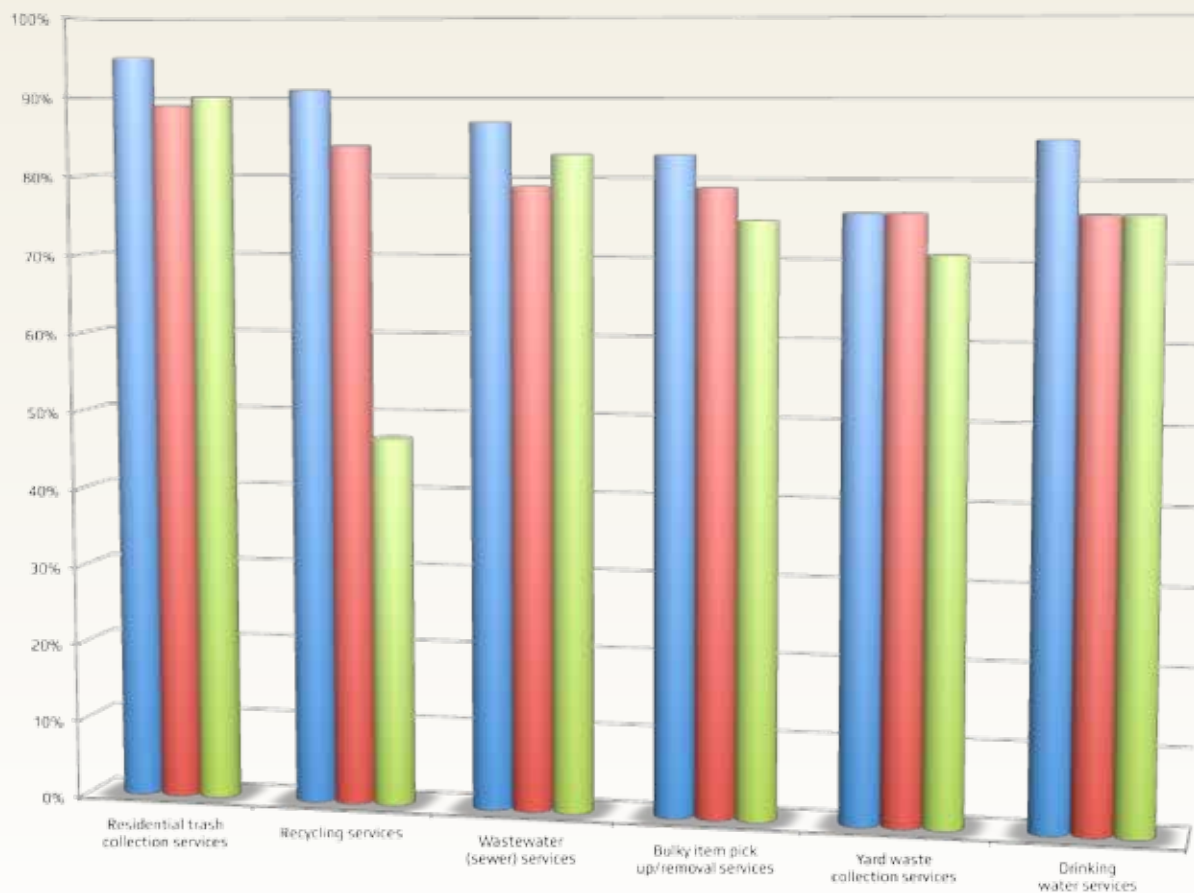
Strategic Action Plans to address Public Safety:

- Fire Station and Staff: Direction and Funding – Westside Fire Station currently in environmental testing phase. General Services will start design in late 2016.
- EMS Equipment: Direction and Funding – Collaboration with Williamson County Medical Director for Round Rock Fire Department to provide Advanced Life Support Care. The program budget was approved by Council, staff will move forward with acquisition of equipment and training. Full implementation expected Spring 2016.

Solid Waste/Utility Services Trends – 2010, 2012, 2014

Ratings for Solid Waste/Utility Services
by percentage of respondents
(excluding don't know)

■ Year 2010
■ Year 2012
■ Year 2014



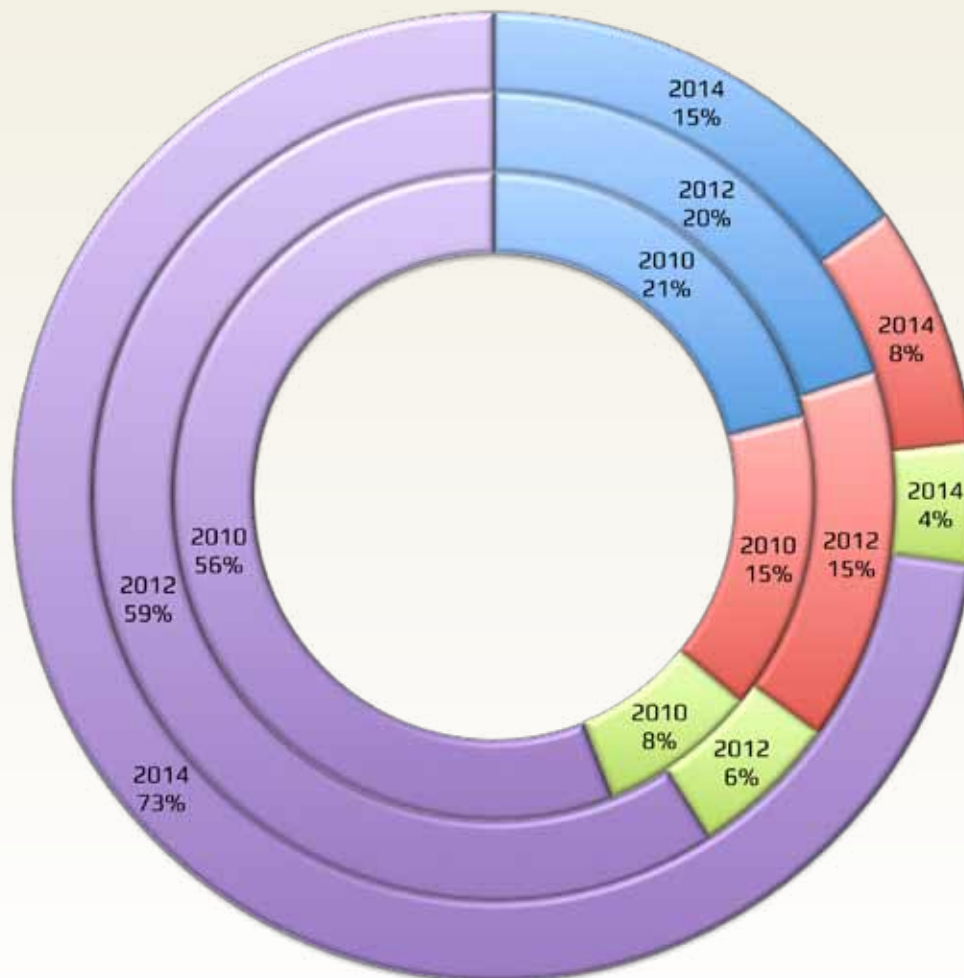
Strategic Action Plans to address Utility Services:

- Water/Wastewater Rate Model and Structure – Rate model is complete. Council adopted new wholesale water and wastewater rates that went into effect October 2015.
- Road/Utility Infrastructure Plan for NE Quadrant – Water/Wastewater Master Plans for the entire City were updated in August 2015. Over the past several years, water/wastewater and reuse lines have been extended into the NE Quadrant.

Traffic Flow Trends - 2010, 2012, 2014

How Residents Feel Traffic Flow in the City is Changing
by percentage of respondents

- Staying the same
- Getting better
- Don't Know
- Getting Worse



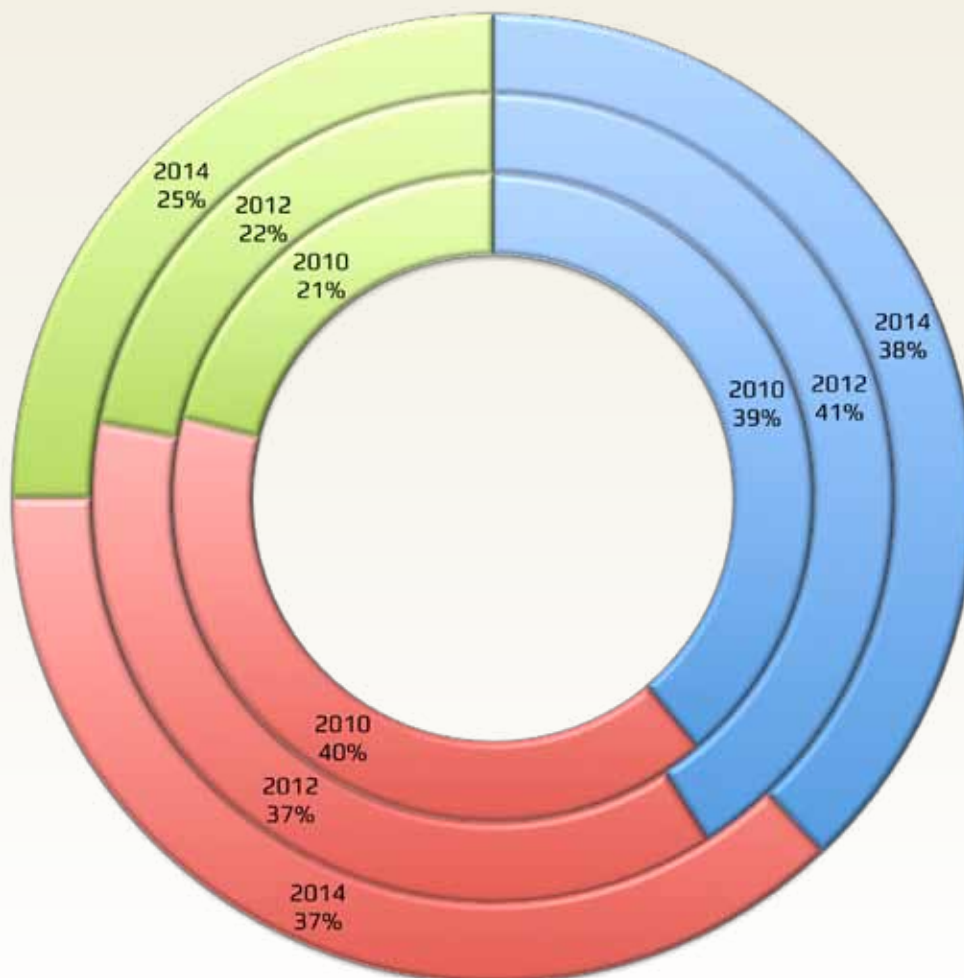
Strategic Action Plans to address Transportation issues:

- Master Transit Study – The Transit Master Plan will be presented to Council in November 2015.
- East Downtown Infrastructure Master Plan: Direction and Funding – Public meetings are underway.
- Transportation Master Plan update – Meeting with proposed consulting firm in November/December to define scope of work. Working in conjunction with PARD on trails plan to ensure work is not duplicated.

Customer Service Ratings Trends – 2010, 2012, 2014

Ratings for Overall Customer Service
by percentage of respondents

- Excellent
- Good
- No Response



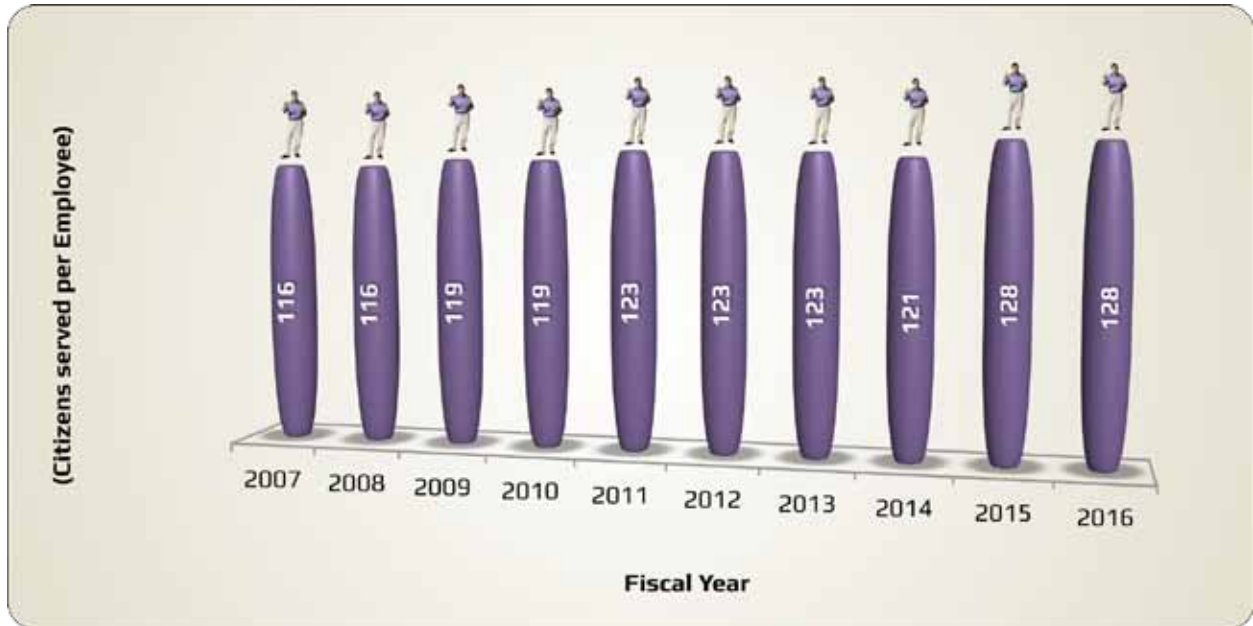
City Population



Population trends, both historical and projected, are important indicators for determining service demands. Further analysis of the demographic profile of a community's population trend provides useful information in determining future service expectations.

Year	Population
2000	61,136
2005	86,000
2010	97,200
2015	110,800
2020	127,300
2025	143,300

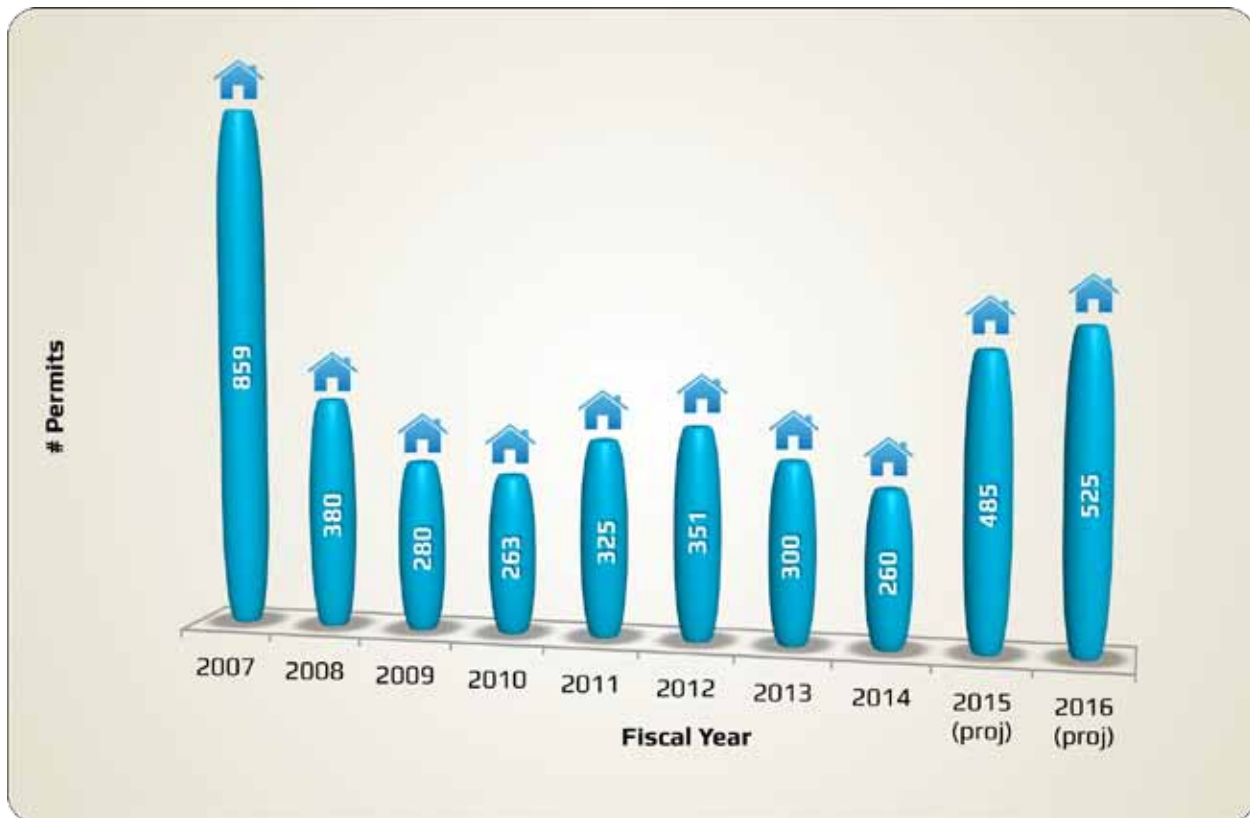
Round Rock Citizens Served per Employee



Year	Population	Employees (FTEs)	Citizens served per Employee
2007	92,500	794.00	116
2008	96,200	831.00	116
2009	99,500	838.00	119
2010	99,887	839.00	119
2011	100,659	820.00	123
2012	101,702	826.00	123
2013	102,349	831.50	123
2014	103,107	853.25	121
2015	110,800	867.75	128
2016	113,968	891.25	128

Starting in 2010 the population counts reflect the 2010 Census.

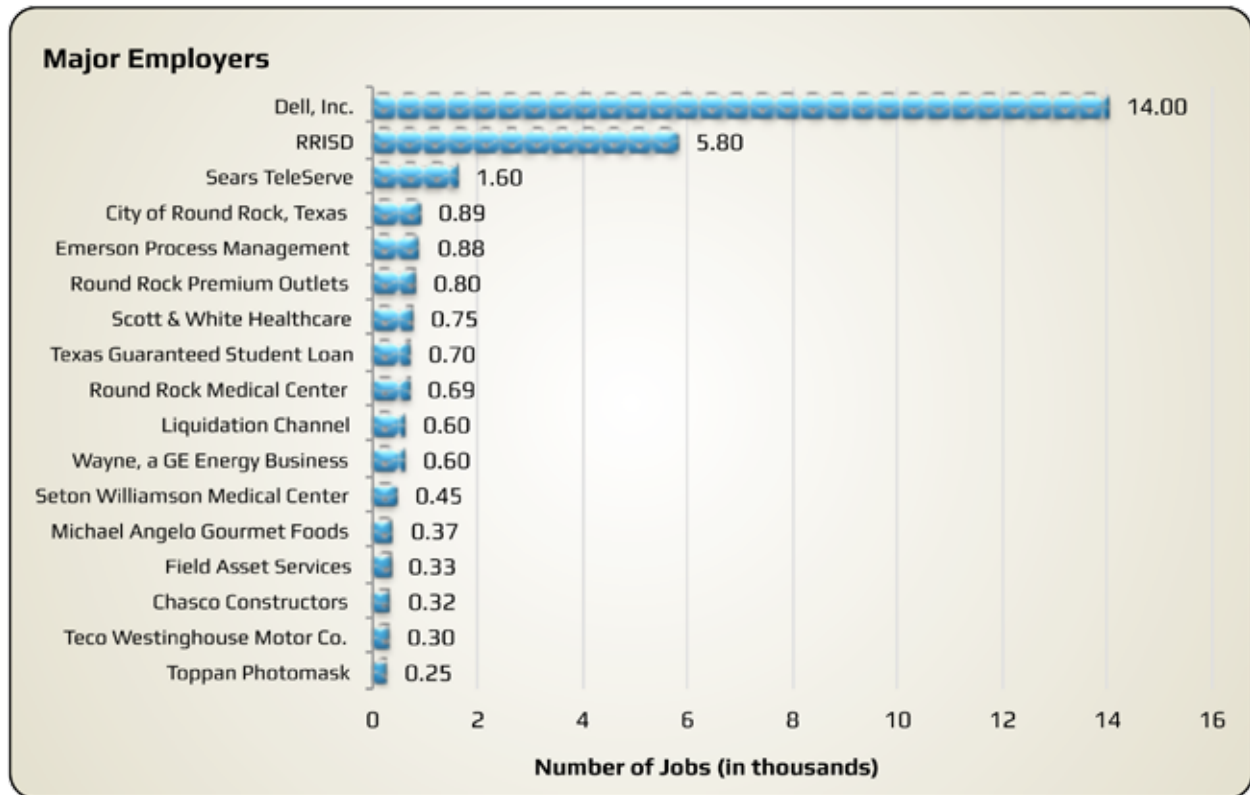
Single Family Residential Construction



The graph above illustrates the number of single family residential building permits issued and anticipated to be issued by the City for the indicated fiscal years. This information is an indicator of current and future demand for City services. The City provides water and wastewater services to many outlying customers which are served on a wholesale basis.

Year	Residential Building Permits
2007	859
2008	380
2009	280
2010	263
2011	325
2012	351
2013	300
2014	260
2015 (proj)	485
2016 (proj)	525

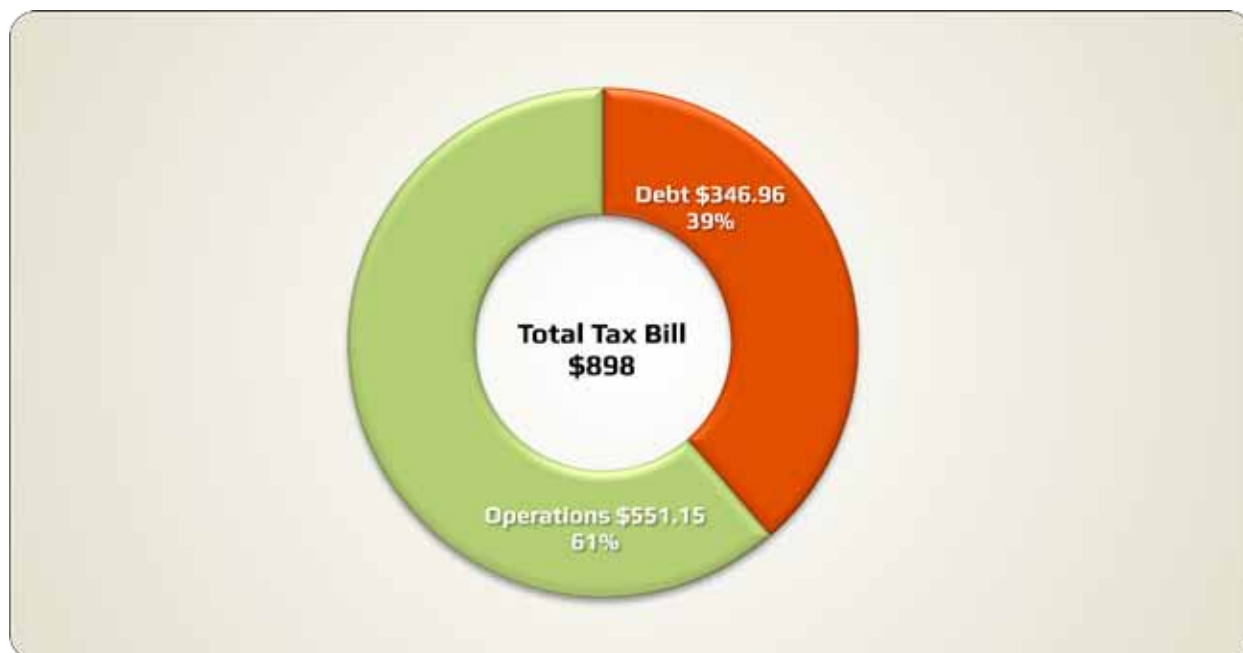
Jobs in Round Rock



Specific information regarding the major employers in the community is provided by the above chart. The chart illustrates the importance of Dell, Inc. to the City's economy as well as the diversity of the companies making up our local economy.

Job creation in terms of basic jobs, those that import capital while exporting products or services, has been strong over the past year. Basic jobs, in turn, create non-basic jobs as expenditures and payroll are reinvested in the community. Therefore, because of the strength in basic job creation, non-basic job growth has been strong and is expected to continue.

Tax Bill for \$216,594 Home



Last Year's Adopted Tax Rate	\$0.41465
This Year's Effective Tax Rate	\$0.38453
This Year's Rollback Rate	\$0.43598
This Year's Proposed Tax Rate	\$0.41465

Maintenance & Operations Component	\$0.25446
Debt Service Component	\$0.16019

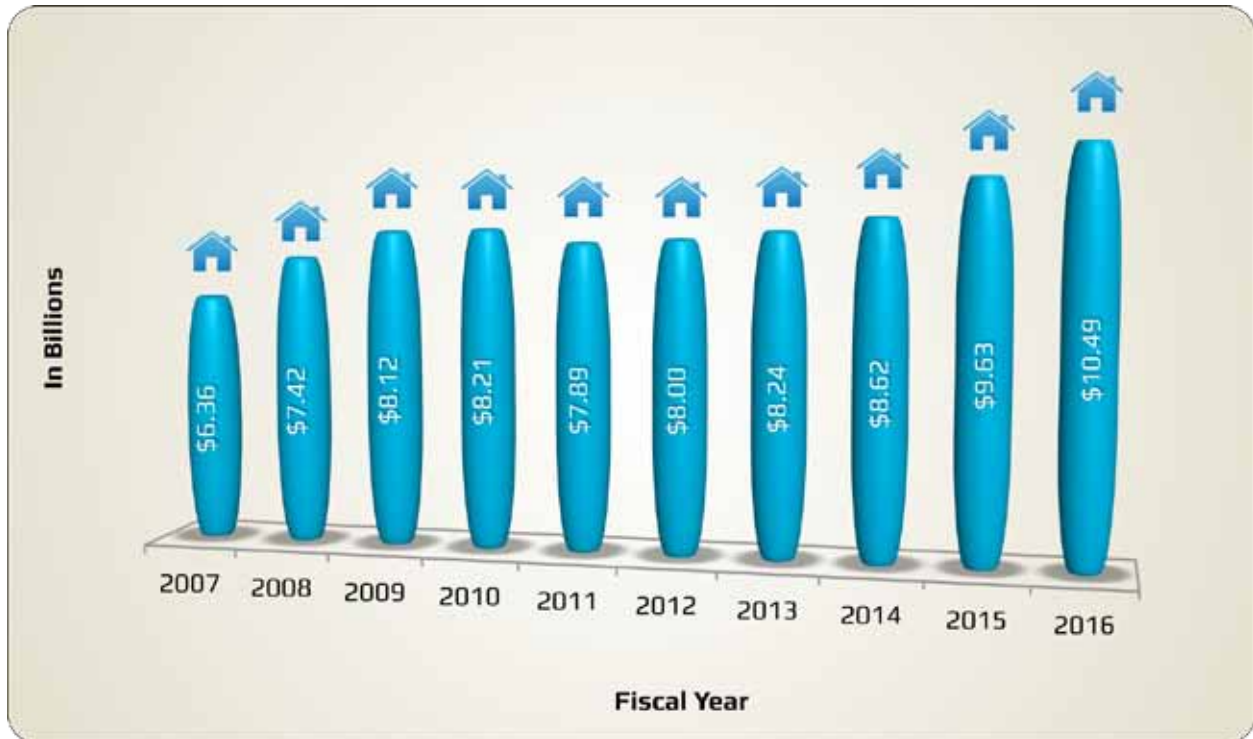
Summary:

This year's tax bill for an average residential property:
 $\$216,594 / \$100 \times \$0.41465 = \898.11

Last year's tax bill for an average residential property:
 $\$198,578 / \$100 \times \$0.41465 = \823.40

Source: Williamson and Travis Central Appraisal District

Taxable Property Values (Multi-Year Trend)

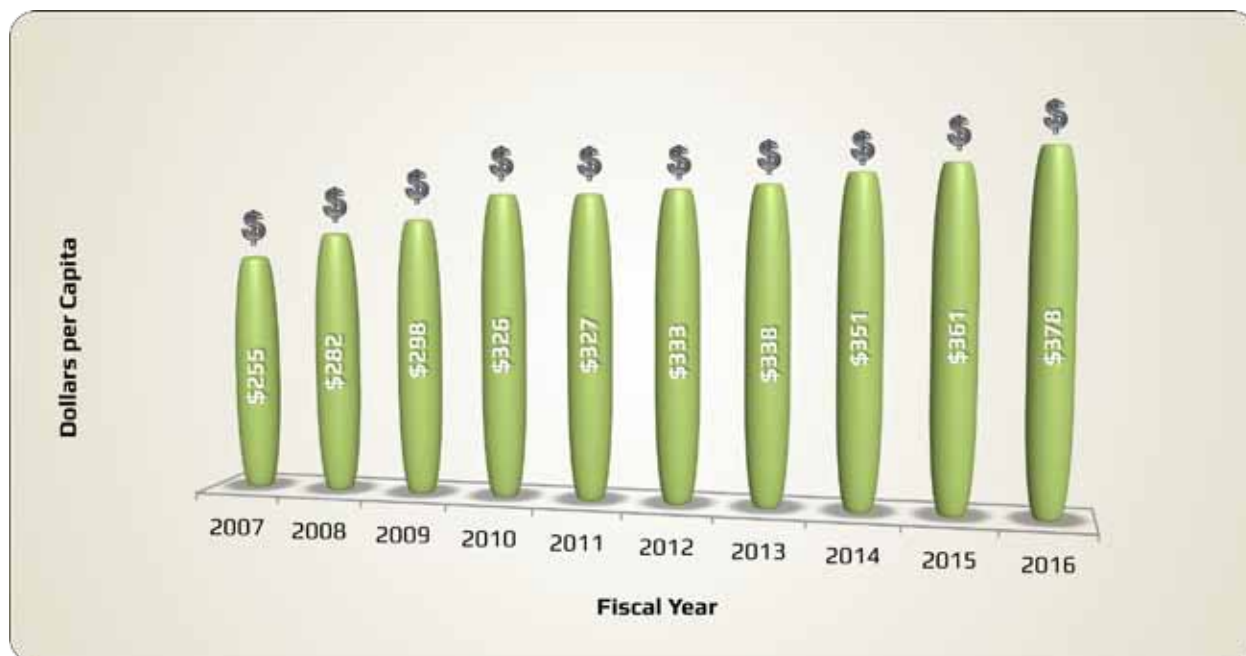


The property value comparison for several fiscal years indicates continued growth in property values. The certified tax roll indicates that values have increased steadily. The reflected values include new property added to the roll as of January 1 of each year.

Fiscal Year	Taxable Assessed Valuation	Fiscal Year	Taxable Assessed Valuation
2007	6,356,956,240	2012	8,004,285,176
2008	7,417,280,787	2013	8,238,144,748
2009	8,121,903,884	2014	8,624,749,167
2010	8,206,162,568	2015	9,634,156,426
2011	7,893,143,364	2016	10,492,086,922

Source: Travis & Williamson Central Appraisal Districts

Property Tax per Capita



This chart indicates that taxes per capita had been increasing over the past 10 years, but it is important to understand the reason why. New properties added to the tax rolls are of a higher per capita value, indicating industrial and commercial property growth. This fact is also evidenced by the change in taxable assessed valuation illustrated below.

As a result of the recent regional economic conditions, we have seen an increase in overall property values for the last several fiscal years. FY 2016 set a record of \$10.49 billion dollars of taxable assessed valuation.

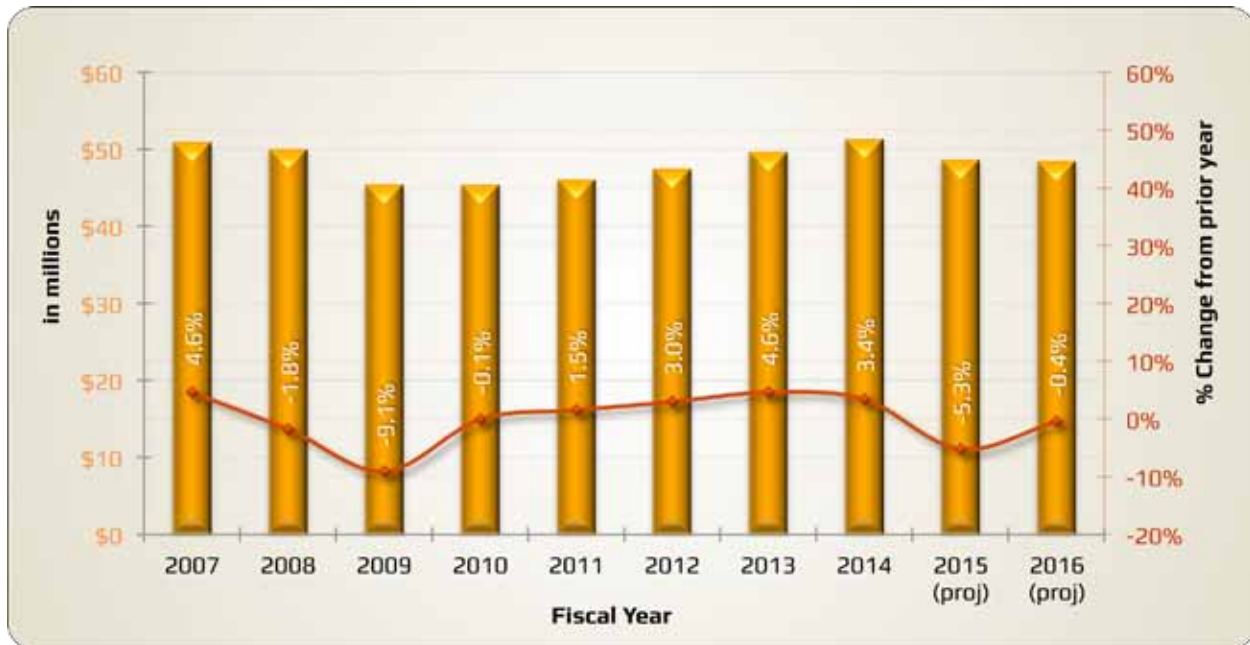
Fiscal Year	Taxable Assessed Valuation	Population	Property Tax Levy*	Taxes per Capita ¹
2007	6,356,956,240	92,500	23,587,486	255
2008	7,417,397,787	96,200	27,089,389	282
2009	8,121,902,884	99,500	29,662,814	298
2010	8,206,161,568	99,887	32,546,457	326
2011	7,893,143,364	100,659	32,936,508	327
2012	8,004,285,176	101,702	33,874,735	333
2013	8,238,143,748	102,349	34,629,318	338
2014	8,624,749,167	103,107	36,179,960	351
2015	9,634,156,426	110,800	39,948,030	361
2016	10,492,085,922	113,968	43,062,000	378

* General Fund and Debt Service Fund

¹ Unadjusted for inflation

The population numbers starting in 2010 reflect the US Census

Sales Tax Revenue Analysis



This chart illustrates growth characteristics in the City's commercial and economic bases. In 1988, voters authorized an additional 1/2 cent sales tax designation for the purpose of property tax reduction.

The data has been expressed in both actual dollars collected and as a percent change from the prior year.

Year	Amount	Year	Amount
2007	50,935,139	2012	47,479,438
2008	50,014,578	2013	49,662,335
2009	45,450,314	2014	51,346,719
2010	45,420,616	2015 (proj)	48,650,000
2011	46,118,083	2016 (proj)	48,445,000